



PIO Updates

- Media relations
- So. Much. Data!
- Engaging and educating your communities
<https://health.mo.gov/living/healthcondiseases/communicable/novel-coronavirus/toolkit.php>
- Public awareness campaigns

The screenshot shows the Missouri Department of Health & Senior Services (DHSS) website. The header includes the DHSS logo, navigation links (MO.gov, Governor Parson, Find an Agency, Online Services), a search bar, and social media icons. A secondary navigation bar lists categories: Healthy Living, Senior & Disability Services, Licensing & Regulations, Disaster & Emergency Planning, and Data & Statistics.

The main content area is titled "Resource Toolkit" and includes a breadcrumb trail: DHSS Home » Healthy Living » Health Conditions & Diseases » Communicable Diseases » COVID-19 » toolkit. It features a language selection dropdown and a link to "Animations on the importance of social distancing and masks" (powered by Google Translate).

A "Banner" section displays a "COVID-19 DO THE FIVE" graphic with icons for: HANDS (Wash them often), ELBOW (Cough into it), FACE (Don't touch it), FEET (Stay more than 6ft apart), and FEEL (Sick? Stay Home). Below this, links are provided for a "Parent-Child Toolkit", a "#HealthyatSchool Sick? Stay Home! Campaign Toolkit", a "Call Center Information Script", and "COVID-19: Simple Answers to Top Questions (ASTHO)".

A "Videos" section shows two video thumbnails: "Supporting Your Child During COVID-19 - Nasal Swab Testing" and "Share Your COVID-19 Recovery Story #ShowMeStrong".

On the right side, a vertical menu lists various COVID-19 resources: COVID-19, CARES Act Funding Toolkit for Local Governments, Show Me Strong Recovery Plan, Analytics, CDC Situation Summary, Face Covering Guidance, Frequently Asked Questions and Answers, Missouri News, Plasma Donations, Resource Toolkit (highlighted with a yellow circle), State Testing Guidance, Missouri Testing Sites, COVID-19 Vaccine, Statewide Orders, Local Orders, and Waivers of Laws and Rules. At the bottom of this menu are two purple buttons: "Community Testing Events" and "Have questions? Chat about COVID-19".



Show Me Strong **RECOVERY PLAN**

Marketing & Awareness Campaigns

Objective

Spur Missouri's economic and health care recovery during COVID-19 through marketing that bolsters consumer confidence and combats misinformation across three primary segments.



MISSOURIANS

Encourage citizens to follow health and safety best practices.



TRAVELERS

Promote safe travel to Missouri destinations.



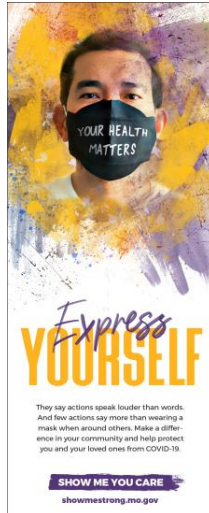
BUSINESSES

Encourage businesses to stay open safely and consumers to buy local.

Campaigns

Multiple groups are working on separate but coordinated campaigns to push messaging to Missouri residents over the fall and winter months.

Missourians
& Businesses



Creative Concepts
Narrowed
&
Revision Underway



Travelers

Creative In Development

Flu
Vaccination



"Worth a Shot"
Launches Oct. 1



COVID-19
Vaccination

Procurement Underway

Audiences

Messaging to Missourians needs to be tailored to target specific demographics impacted adversely by COVID-19.



MISSOURIANS

Encourage citizens to follow health and safety best practices.



Young adults ages 18-24



Minority and immigrant populations



Geographic Hot Spots



Adults ages 18+

Audiences

Business messaging will target both business owners as well as consumers.



BUSINESS

Encourage businesses to stay open safely and consumers to buy local.



Missouri businesses



Missouri Consumers



CREATIVE

**SHOW ME
YOU CARE**

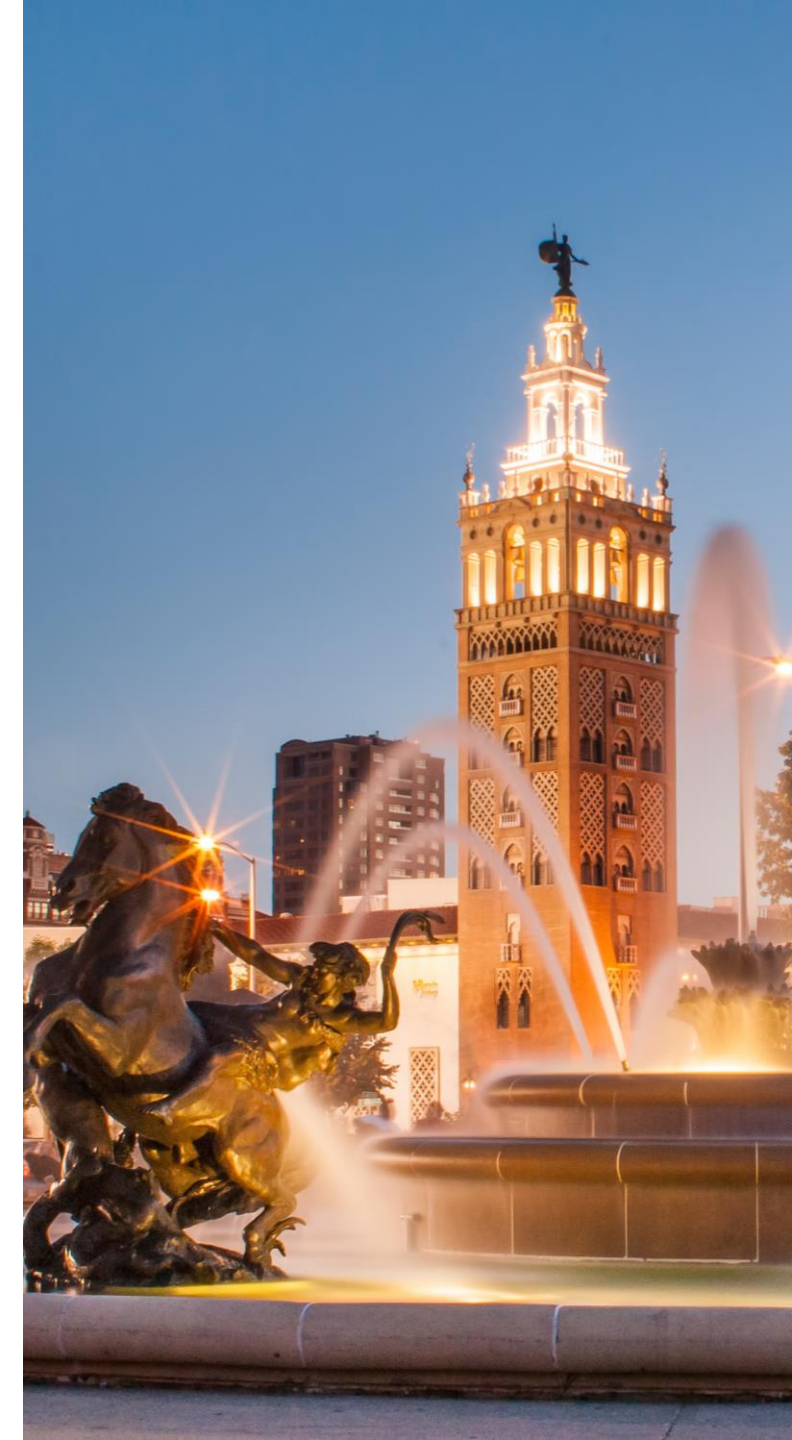
WEAR A

SHOW ME

showmest

Narrative

It's an old adage, but it still rings true today: Actions speak louder than words. And it seems like these days, there's an awful lot of talk, and not a lot of action backing it up. As residents of the Show-Me State, let's show them all how we do things in Missouri. This campaign will play into all the best stereotypes of the Midwest (slow-paced, strong sense of local community, thoughtfulness, etc.) and show Missourians doing the right thing because they care about those around them. To normalize the use of masks, social distancing, and hand washing we'll show Missourians interacting with others in everyday situations (talking to each other in a grocery store, bringing food to a neighbor, visiting family at the holidays). We will show people making the individual choice to protect themselves and others through their actions. Copy and voiceover can be used to highlight how, as Missourians, caring for our fellow neighbor is just how we operate, and taking these precautions is part of showing them that we care.



Emotional Drivers

- Taking steps to keep others safe from COVID-19 is a **selfless act**.
- Missourians **band together** when times are tough.
- **Actions speak louder than words.**



MISSOURI RESIDENTS

Target: Missouri residents ages 18-24

Key Messages:

- Just because you don't have symptoms doesn't mean you can't spread the virus. Even when you're healthy, you should still take precautions.
- The best way to stop the spread of COVID-19 is by practicing good hygiene and appropriate social distancing.
- Masks Work – show you care by wearing a mask to protect yourself and your loved ones.
- Live your life, but do it safely.

Main Outlets:

- Outdoor, Social Media, Digital Ads, OLV, Streaming Audio



MISSOURI RESIDENTS

Target: Missouri residents ages 18+

Key Messages:

- Being safe doesn't mean being scared. You can still live your life, just take precautions.
- Its easy to protect yourself and those you care about from COVID-19.
- If you don't feel well, don't go out. Staying home can save lives.

Main Outlets:

- Outdoor, Digital Display, Local Print, Social Media, Broadcast TV, Terrestrial Radio, OLV, Streaming Audio



MISSOURI RESIDENTS

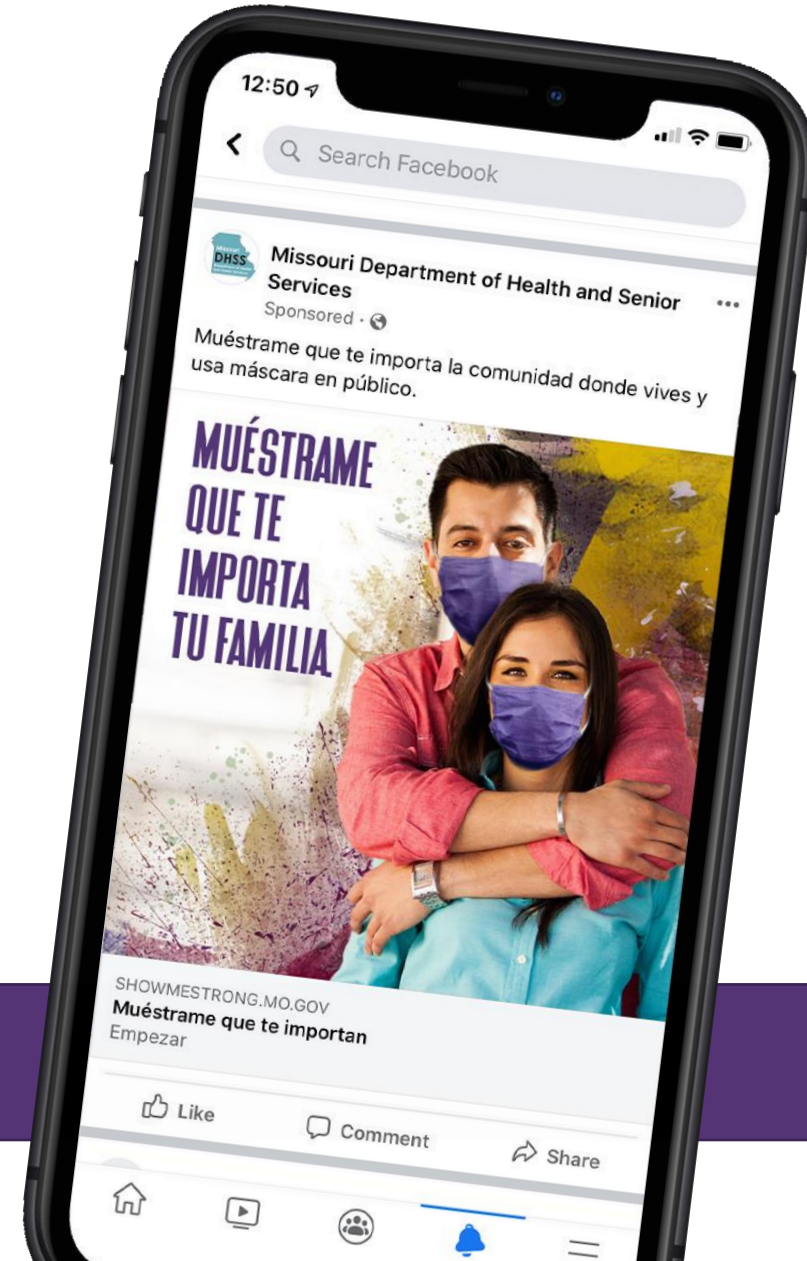
Target: Minority and Immigrant Populations

Key Messages:

- When you are at higher risk, it's even more important to take precautions to prevent the spread of COVID-19.
- Testing and contact tracing is safe and confidential.
- Community testing is free, safe and confidential.
- Get the facts from a source you can trust.

Main Outlets:

- Social Media, Streaming Audio, Community Organizations (toolkit)



MISSOURI RESIDENTS

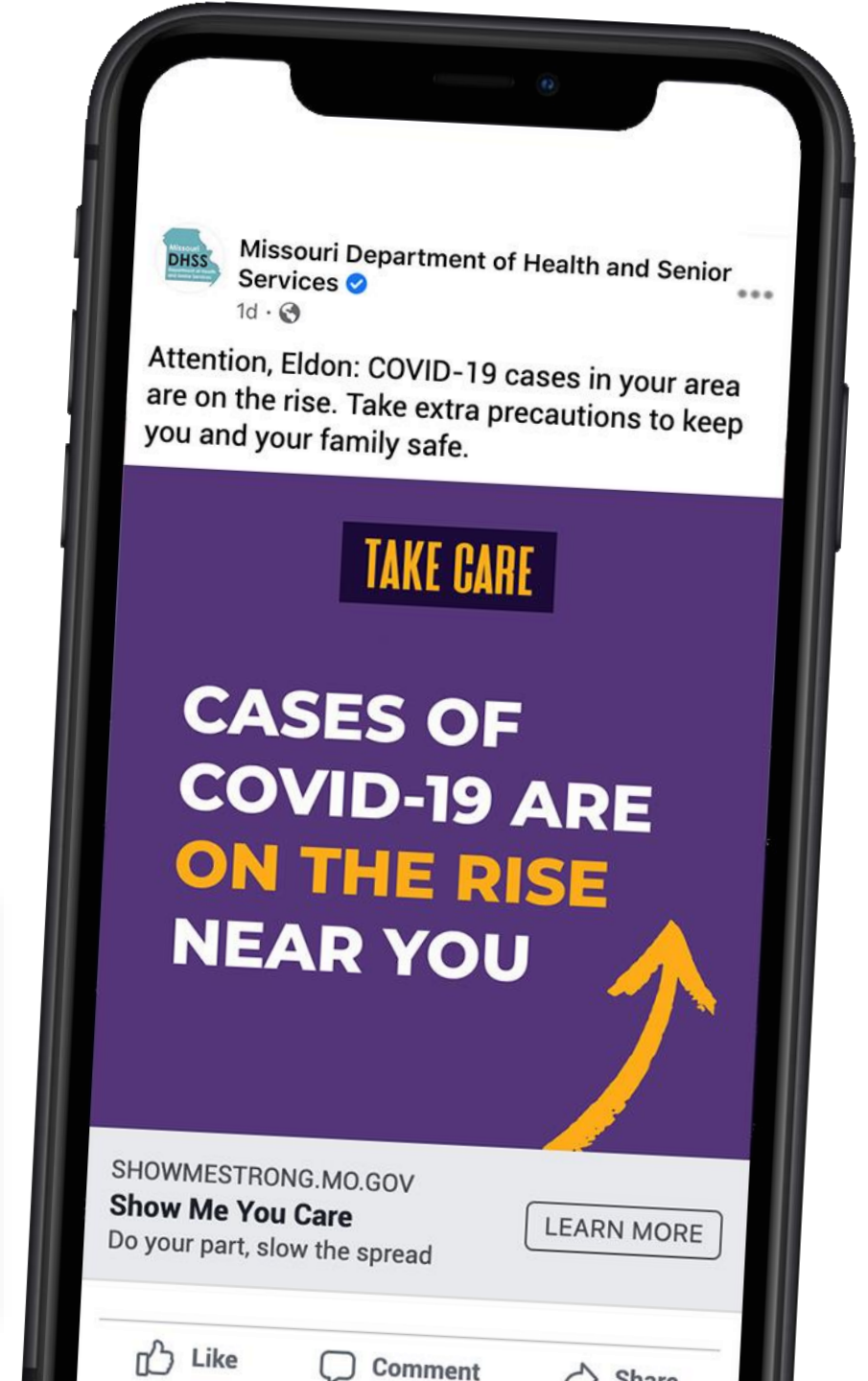
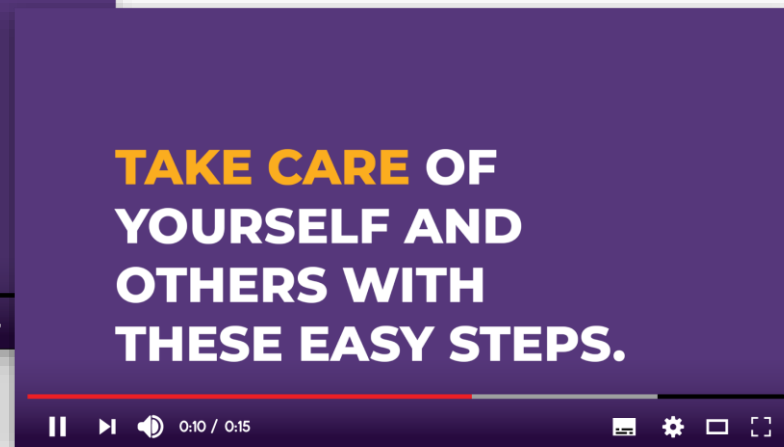
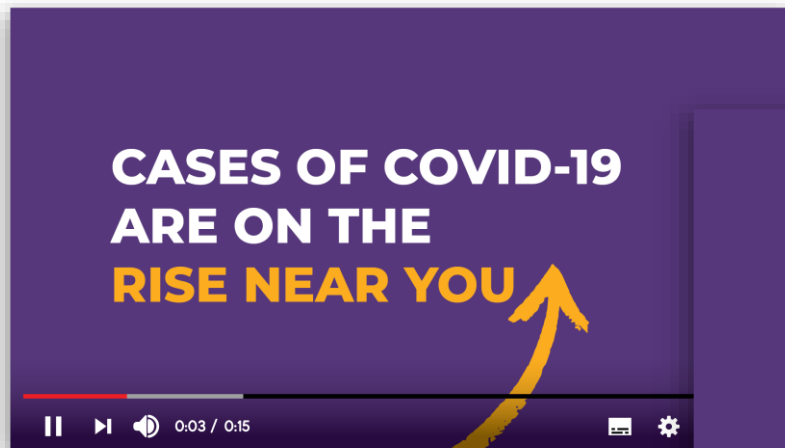
Target: Geographic Hot Spots

Key Messages:

- Cases in your area are on the rise, take care and do your part to stop the spread and protect your family.
- Practicing social distancing, proper hygiene and wearing a mask in public is the best way to prevent the spread.

Main Outlets:

- Social Media, OLV, Digital Display, Streaming Audio



MISSOURI BUSINESSES

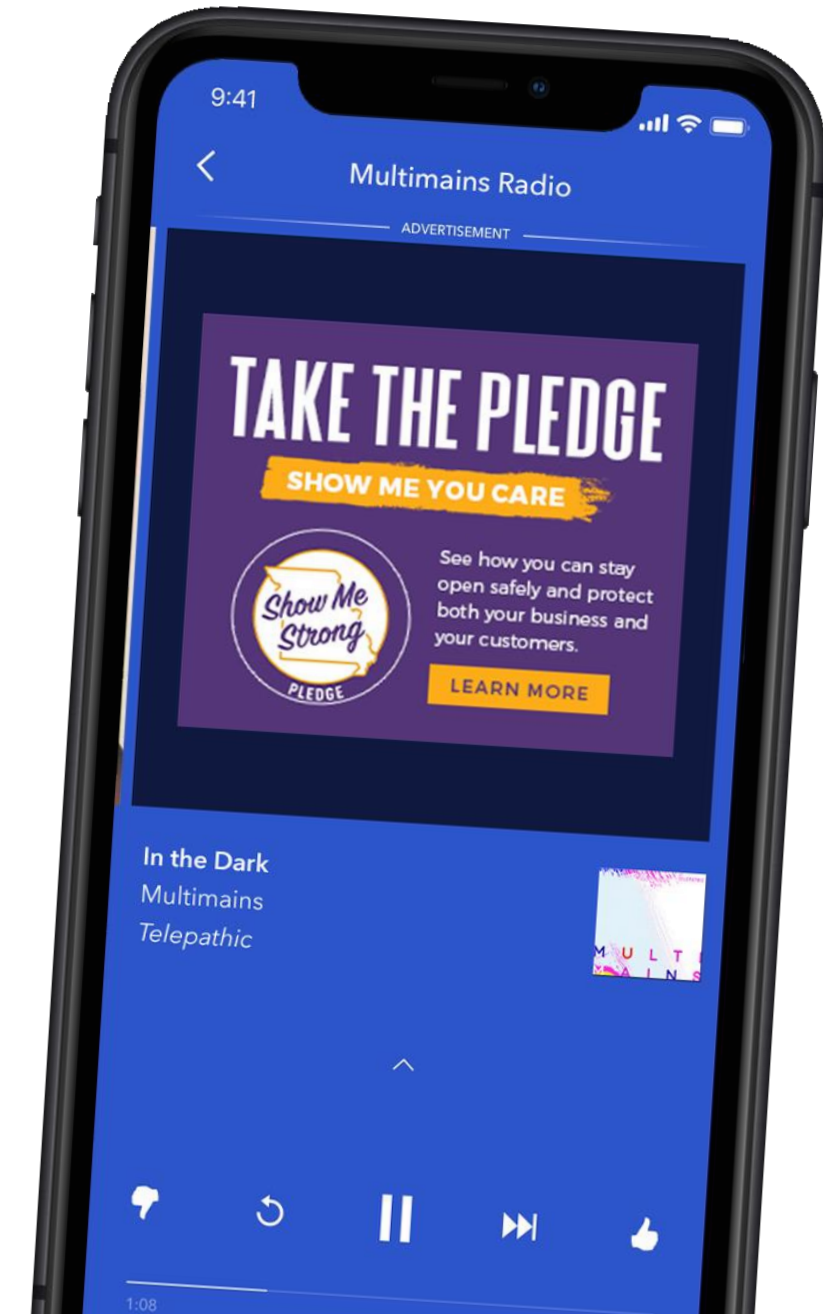
Target: Missouri Business Owners

Key Messages:

- Missouri cares. Our businesses are committed to doing what it takes to control the spread of COVID-19.
- You're ready to get back to business safely, we're here to help.
- Join other strong Missouri businesses in promising to do what it takes to get us all back to work safely. Take the Show Me Strong Pledge.
- Promise to do what it takes to keep your employees and customers safe. Show Missouri you care by taking the Show Me Strong Pledge.

Main Outlets:

- Local Print, OLV, Social Media, Digital Display



MISSOURI BUSINESSES

Target: Missouri Business Owners, Missouri Consumers

Key Messages:

- Take care of yourself. Take care of Missouri. Buy local.
- Missouri businesses who have taken the Show Me Strong Pledge are safe and here for you.
- Supporting local businesses means supporting our local communities.

Main Outlets:

- OLV, Social Media, Streaming Audio (Sponsored Listening)



**MISSOURI
BUSINESS
OWNERS ARE
PLEDGING TO
TAKE CARE
OF YOU DURING
THE PANDEMIC.**

**LET'S
TAKE CARE
OF THEM AND
BUY LOCAL
FOR MISSOURI.**

SHOW ME YOU CARE

LEARN HOW YOU CAN HELP

showmestrong.mo.gov



MEDIA PLAN

SHOW ME YOU CARE

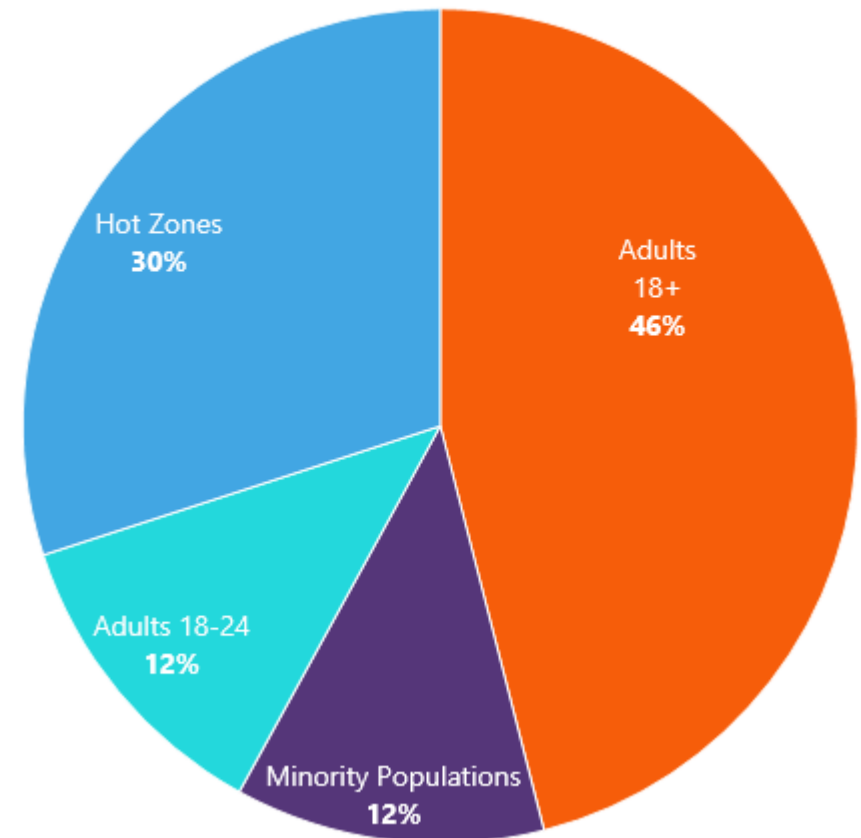
Media Mix

We're portioning our spend across the channels that will help us reach our target audiences, and across the messages that matter most to our objective.

- Segments are set up, so we can be adjust spend priority throughout the campaign as the situation shifts.
- Hot Zones will be updated every 2 weeks throughout the campaign based on analytics cell data
- We're working with the analytics cell and others to refine our targeting for minority populations

Missourians Campaigns Targeting Allocation

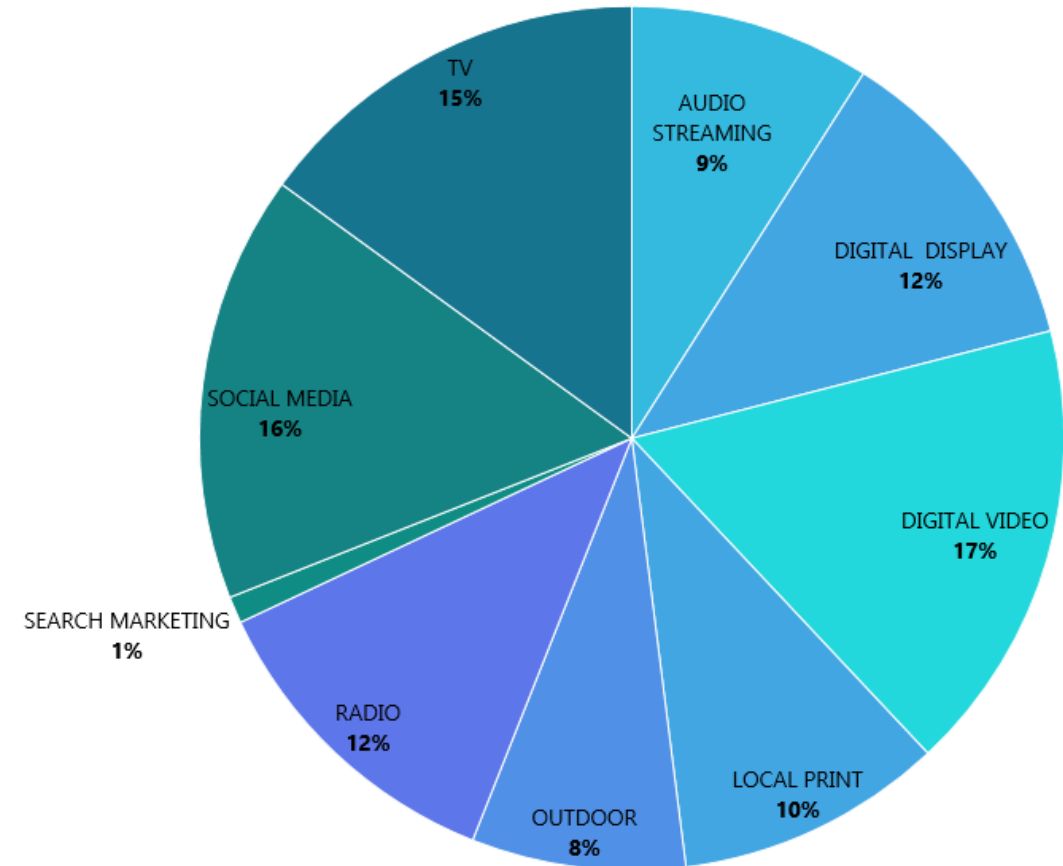
Chart Area



Media Mix

We're portioning our spend across the channels that will help us reach our target audiences, and across the messages that matter most to our objective.

- We've spread our spend across channels relevant to our target audiences.
- We'll evaluate performance every two weeks and at the midpoint of the campaign and make adjustments as needed.



PLACEMENTS

SPONSORED LISTENING

When users complete 15 seconds of video, they get 30 minutes of listening without ads.

MOBILE AUDIO

30-second audio spot with clickable standard companion banner

TARGETING

ADULTS 18+ (64%)

Missourians ages 18+
Includes Sponsored Listening and Mobile Audio

ADULTS 18-24 (12%)

Missourians ages 18-24
Mobile Audio Only

DISPROPORTIONATELY IMPACTED PEOPLE (12%)

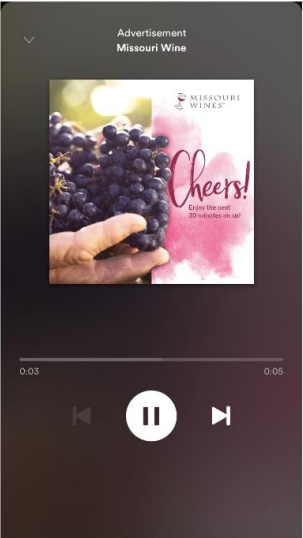
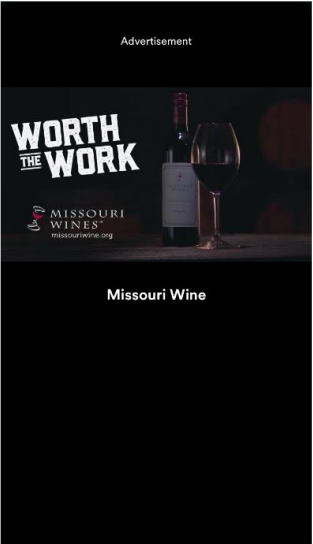
Missourians Hispanic/Latin Affinity
Missourians African American Affinity
Mobile Audio Only

HOT ZONES (12%)

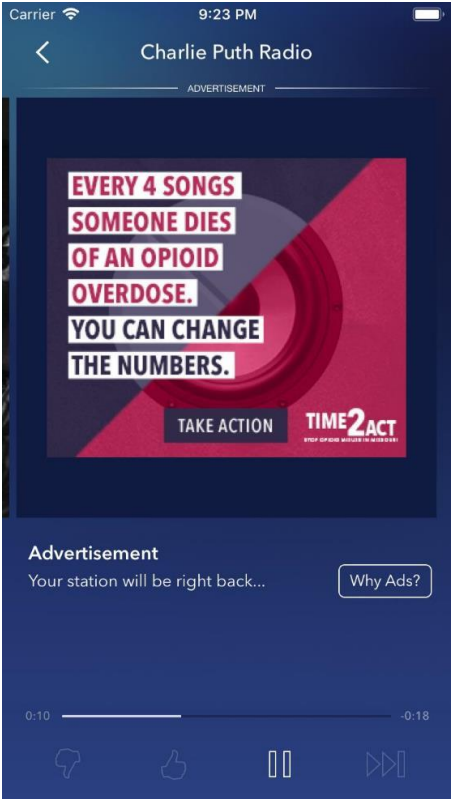
Adults 18+ in Hot Zones Zip Codes
Mobile Audio Only

PLACEMENT SAMPLES

SPONSORED LISTENING



MOBILE AUDIO



PLACEMENTS

TARGETING

PLACEMENT SAMPLES

SPONSORED SESSIONS

When users complete 15 seconds of video, they get 30 minutes of listening without ads.

AUDIO

30-second audio spot with clickable standard companion banner

ADULTS 18+ (65%)

Missourians ages 18+

Includes Sponsored Sessions and Audio

ADULTS 18-24 (12%)

Missourians ages 18-24

Audio Only

DISPROPORTIONATELY IMPACTED PEOPLE (12%)

Missourians Latin/Reggaeton

Missourians Hip Hop/R&B

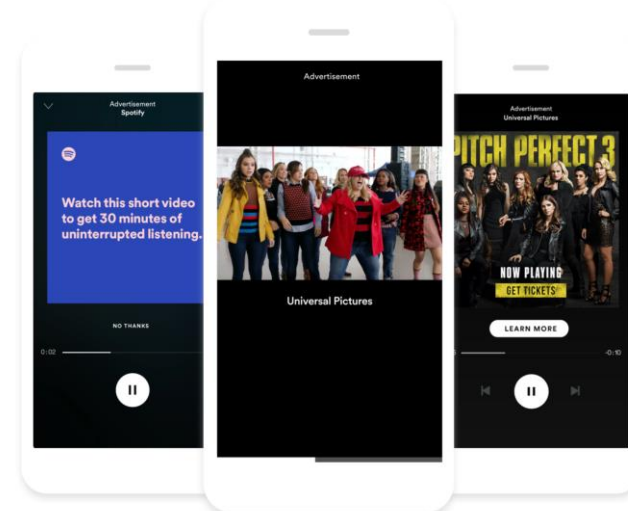
Audio Only

HOT ZONES (12%)

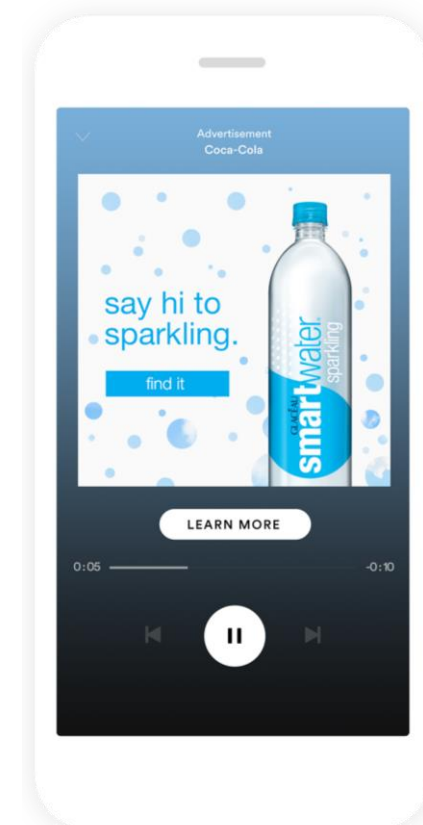
Adults 18+ in Hot Zones Zip Codes

Audio Only

SPONSORED SESSIONS



AUDIO



PLACEMENTS

:30 Video Commercial

Non-skippable 30 second ad runs in Hulu commercial breaks. Appears on any device content is available for Hulu.

TARGETING

ADULTS 18+ (46%)

Missourians ages 18+

ADULTS 18-24 (12%)

Missourians ages 18-24

DISPROPORTIONATELY IMPACTED PEOPLE (12%)

Blue Collar Workers

Hispanics

African Americans

Spanish Language

HOT ZONES (30%)

Adults 18+ in Hot Zones Zip Codes

PLACEMENT SAMPLES



PLACEMENTS

Non-Skippable InStream

Combination of :06 and :15 video ads that are clickable to the website. All ads are non-skippable as long as they are under 15 seconds in length.

TARGETING

ADULTS 18+ (46%)

Missourians ages 18+

ADULTS 18-24 (12%)

Missourians ages 18-24

DISPROPORTIONATELY IMPACTED PEOPLE (12%)

Spanish Language

Immigrants (by zip codes)

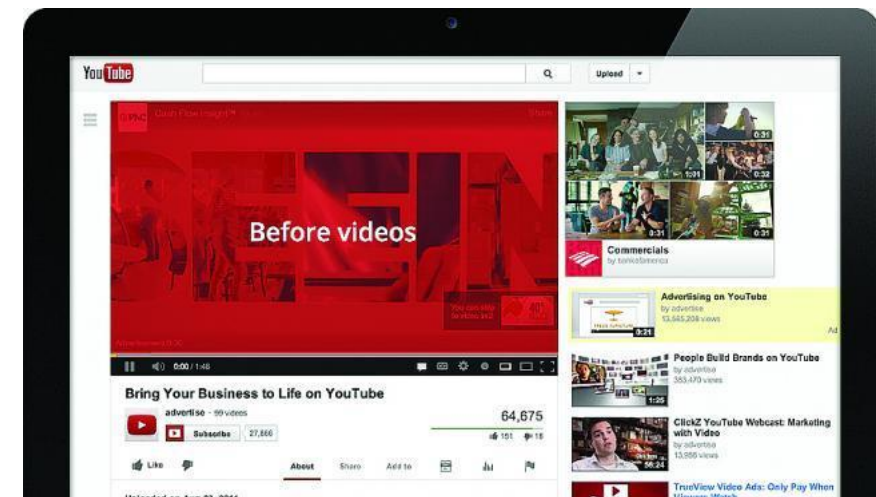
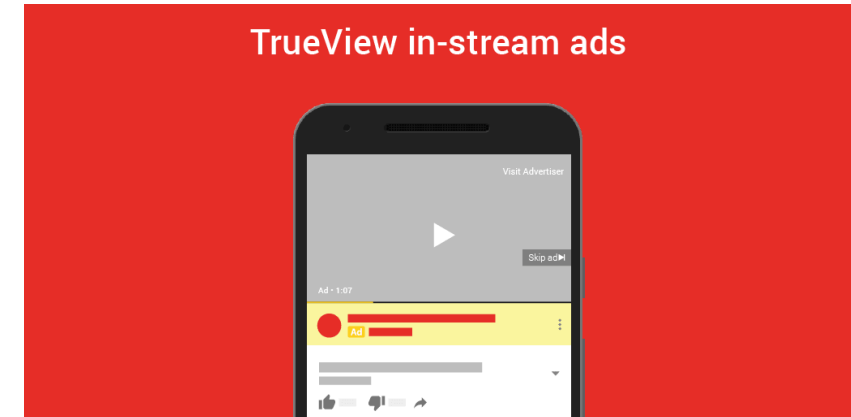
African Americans (zip codes/topics)

HOT ZONES (30%)

Adults 18+ in Hot Zones Zip Codes

PLACEMENT SAMPLES

TrueView in-stream ads



Local Print

EXAMPLE



Outdoor

BILLBOARDS

22 Billboards across the state of Missouri

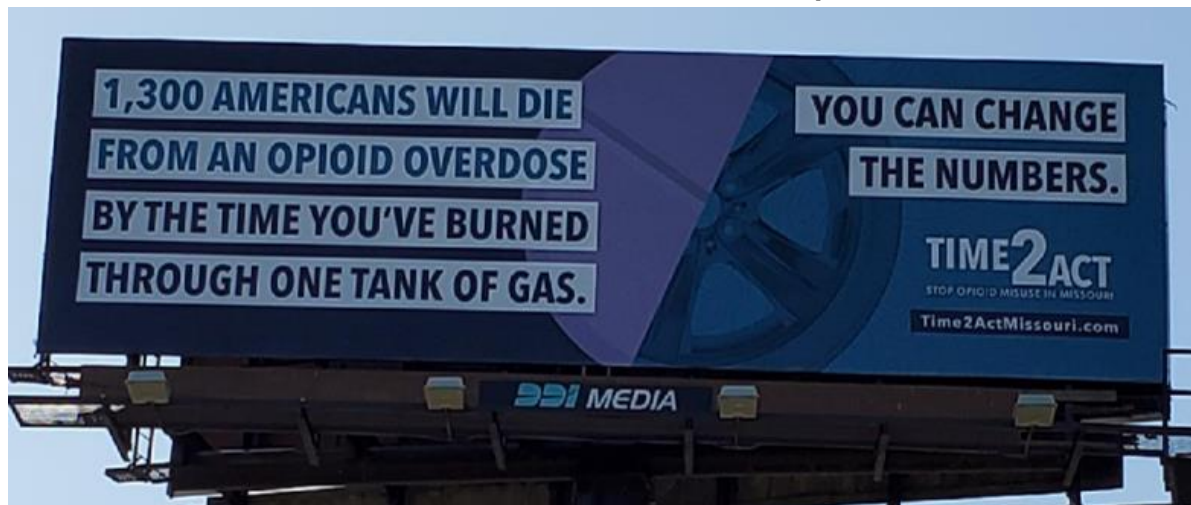
3x Kansas City

2x Springfield

2x St. Louis

1x Each County: Boone, Butler, Cape Girardeau,
Christian, Cole, Franklin, Johnson, Lincoln, Montgomery,
Sainte Genevieve, Saline, St. Francois

Estimated 15 million+ impressions



Outdoor

GAS STATIONS & INDOOR

Markets: All throughout Missouri

Number of Placements: Estimated up to 38 gas stations & 46 indoor locations (e.g., restaurants)

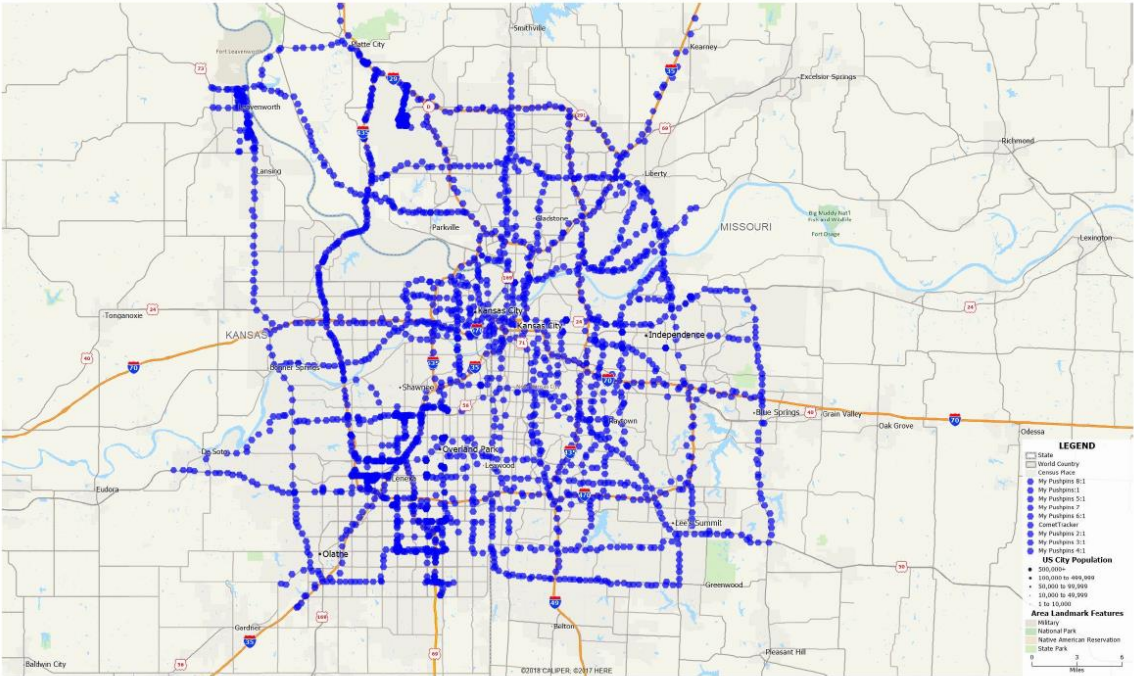


Outdoor

TRUCKSIDE BILLBOARDS

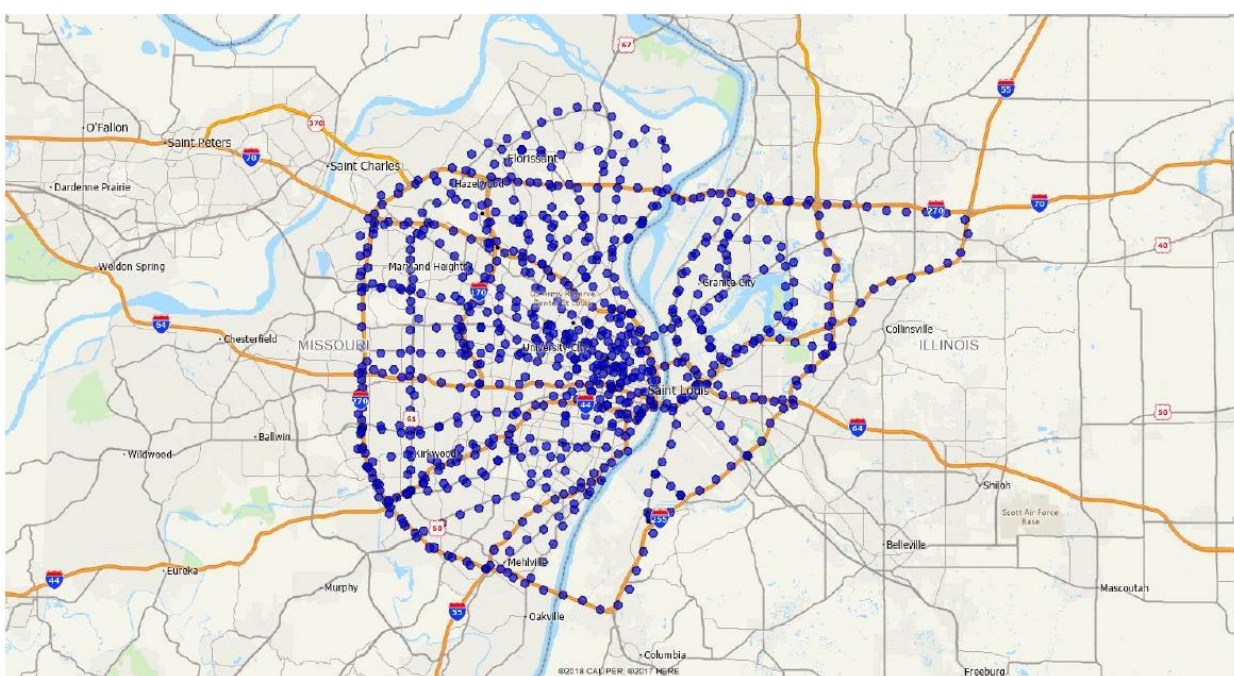
Kansas City – 5 Trucks

SAMPLE TRUCKSIDE COVERAGE MAP – KANSAS CITY



St. Louis – 6 Trucks

SAMPLE TRUCKSIDE COVERAGE MAP – ST. LOUIS



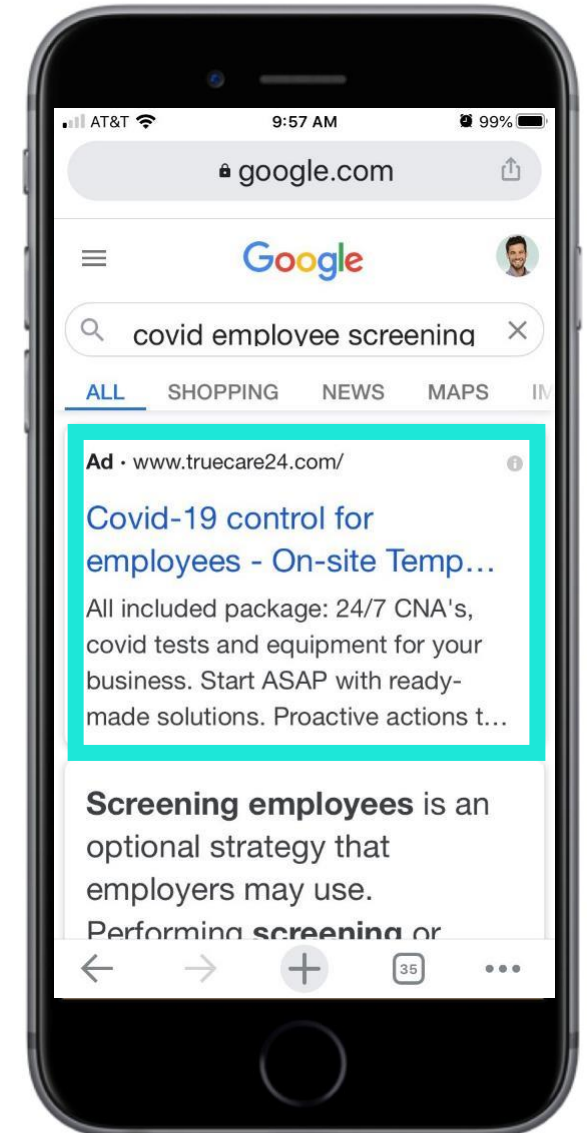
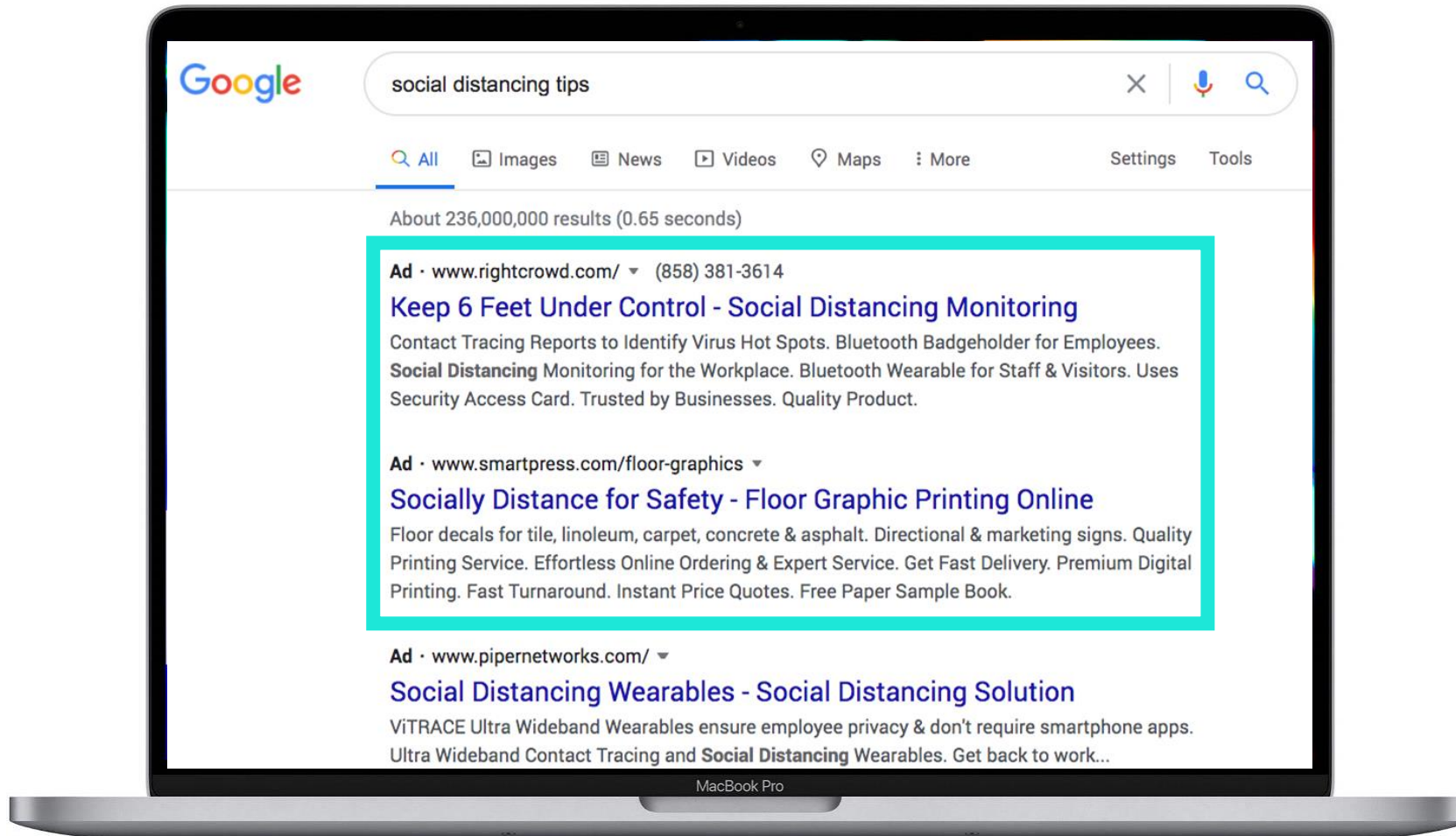
Outdoor

TRUCKSIDE BILLBOARDS



Search Marketing

EXAMPLE



Facebook

MISSOURIANS - BUY DETAILS

29

PLACEMENTS

BRAND AWARENESS (70%)

Sponsored content designed to drive brand awareness and visibility of content.

CONVERSIONS (30%)

Sponsored content optimizing towards the Show Me Strong Pledge Sign-Ups.

TARGETING

ADULTS 18+ (64%)

Missourians ages 18+

ADULTS 18-24 (12%)

Missourians ages 18-24

DISPROPORTIONATELY IMPACTED PEOPLE (12%)

Missourians Hispanic/Latin Affinity

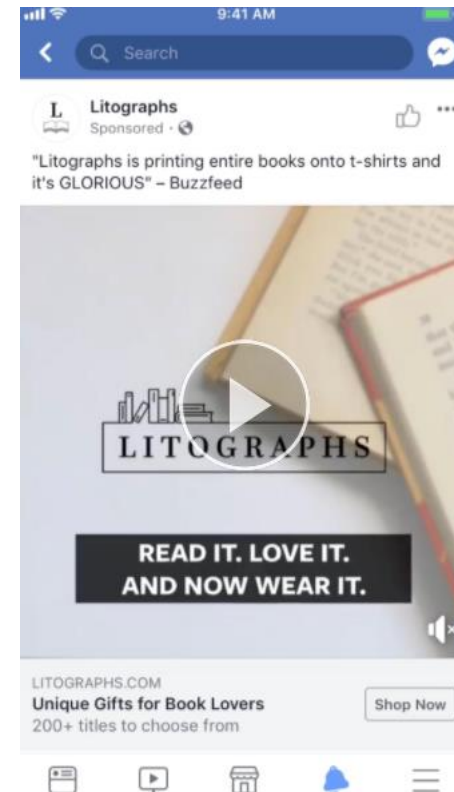
Missourians African American Affinity

HOT ZONES (12%)

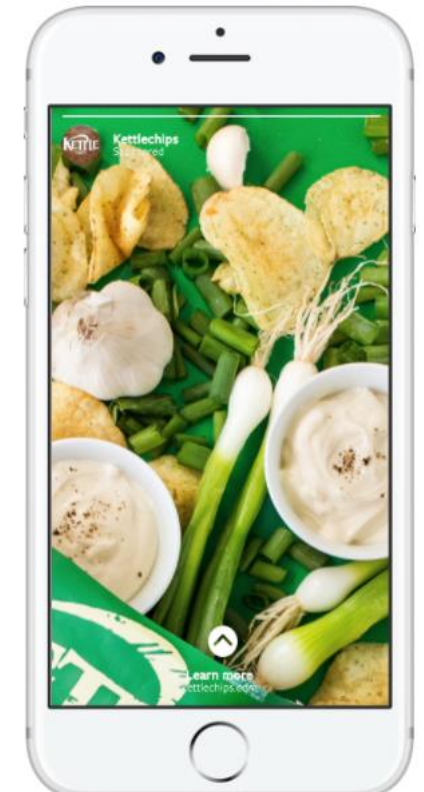
Adults 18+ in Hot Zones Zip Codes

PLACEMENT SAMPLES

IN-FEED



STORIES



Instagram

MISSOURIANS - BUY DETAILS

30

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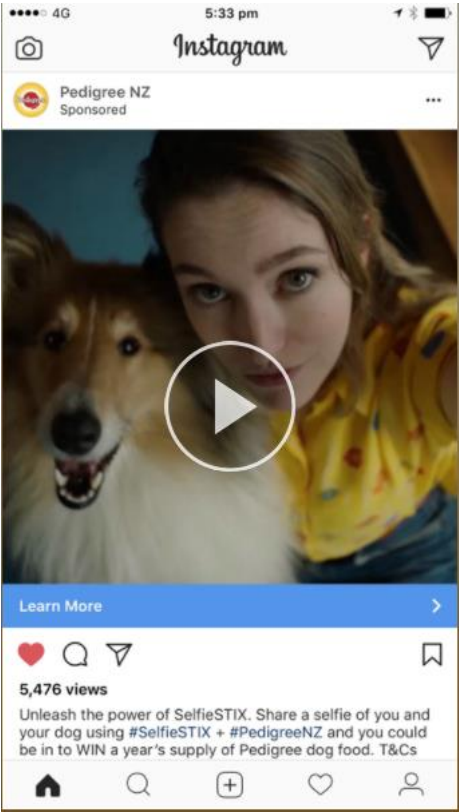
Missourians Hispanic/Latin Affinity
Missourians African American Affinity

HOT ZONES (12%)

Adults 18+ in Hot Zones Zip Codes

PLACEMENT SAMPLES

IN-FEED



STORIES



Snapchat

MISSOURIANS - BUY DETAILS

31

PLACEMENTS

SNAP ADS

Up to 10-seconds long
vertical video viewed in
between friends' stories and
Snapchat curated content.

TARGETING

ADULTS 18+ (64%)

Missourians ages 18+

ADULTS 18-24 (12%)

Missourians ages 18-24

DISPROPORTIONATELY IMPACTED PEOPLE (12%)

Low income Missourians

Spanish Language Missourians

**We can't do hot zones for snapchat
because they are only able to get to DMA
level targeting.*

PLACEMENT SAMPLES

SNAP ADS



Twitter

MISSOURIANS - BUY DETAILS

32

PLACEMENTS

TARGETING

PLACEMENT SAMPLES

PROMOTED TWEETS

Leverage video and still image content in sponsored tweets that show up in-feed.

ADULTS 18+ (64%)

Missourians ages 18+

ADULTS 18-24 (12%)

Missourians ages 18-24

DISPROPORTIONATELY IMPACTED PEOPLE (12%)

Hispanics

Immigrants

African Americans

HOT ZONES (12%)

Adults 18+ in Hot Zones Zip Codes



RADIO

STATIONS CONSIDERED BY
MARKET

St. Louis

WHHL-FM Urban
KSLZ-FM Hot AC
KSHE-FM Classic Rock
KYKY-FM AC
KMOX-AM News Talk
KLOU-FM 80s/90s

Kansas City

KPRS-FM Urban
KCMO-FM Talk Radio
KCJK-FM Alternative
KFKF- FM* Country
KZPT- FM* Hot AC

Springfield

KSPW-FM CHR
KTTS- FM Country
KTOZ-FM Hot AC
KSGF- FM News Talk

Kirksville

KTUF-FM Country

Columbia/Jeff

KTXY-FM CHR
KCMQ-FM Classic Rock
KPLA-FM AC
KCLR-FM Country

Cape Girardeau

KEZS-FM Country
KGKS-FM Rock
KGMO-FM Rock

St. Joe

KKJO-FM AC
KMXV-FM Top 40

Quincy/Hannibal

KICK-FM Country
KRYY-FM AC

Joplin

KIXQ- FM Country
KSYN- FM CHR
KXDG-FM AOR
KMXF-FM Hot AC

*Stations to spill in St. Joe

TV

STATIONS CONSIDERED BY MARKET

St. Louis

KMOV
KSDK
KTVI
Cable

Kansas City

KMBC
KCTV
Cable

Springfield

KYTV
KSPR
KOLR
Cable

Kirksville

KTVO
Cable

Columbia/Jeff

KOMU
KRCG
Cable

Quincy/Hannibal

WGEM
KHQA
Cable

St. Joseph

KQTV

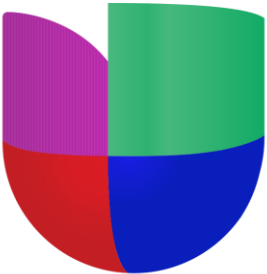
Cape Girardeau

KFVS
KBSI
Cable

Joplin

KODN
KSNF
Cable

CABLE
NETWORKS
CONSIDERED



UNIVISION



FREEFORM





INFLUENCERS

**SHOW ME
YOU CARE**

WEAR A

SHOW ME

showmest

Influencer Strategy

Missourians need to hear from individuals that they identify with to cement the messaging we're pushing out.

Building our list of more than 100 influencers:

- **Audience base** – what communities the influencer has the potential to reach
- **Community engagement** – individual's activity on social and the engagement of their following
- **Followers** – ranked influencers by number of followers to establish magnitude
 - **Mega** - 1M+ followers
 - **Macro** - 500k - 999k followers
 - **Mid-tier** - 50k - 499k followers
 - **Micro** - 10k - 49k followers
 - **Nano** - 1k - 9k followers

